



WALT DISNEY World Co.

Seminar Productions
Educational Program Development

1987 DISNEY EDUCATOR SEMINARS

The resources of the Walt Disney World Organization are available to teachers, principals, school staff and administrators in series of three-day professional seminars that take Disney's communication and marketing techniques and adapt them to the school environment. The courses take place at the Central Florida complex throughout the Summer and Easter holidays. Graduate credit and continuing education units are available through Florida State University. The two courses are:

"MARKETING THE GOOD NEWS ABOUT SCHOOLS"

For years the business world has taken an aggressive approach to marketing the "good news" about their product to create a positive corporate image. Disney image experts team up with educators to create and implement marketing strategies that will inspire pride among students, staff and the community.

SEMINAR OUTLINE

- . Marketing Basics for the Educational Community: What marketing is; why it works; what it can and cannot do.
 - . Defining the positive messages about schools - What is the "GOOD NEWS?"
 - . Analyzing the audience - Who needs to hear the "good news?"
 - . Techniques for Internal Marketing: Starting with the students and faculty - strategies for implementing your educational goals and standards
 - . External Marketing: How to take advantage of different media channels that can help spread the good news about your school or classroom to the community.
 - . Creating a marketing plan for your school
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"COMMUNICATING DISNEY STYLE"

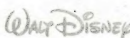
Effective communication is the competitive edge in the world of entertainment and the world of education. In "COMMUNICATING DISNEY STYLE" the focus is on good presentation skills, audience involvement, effective motivational techniques, image building and listening skills - the ingredients for success "on stage" and in the classroom.

SEMINAR OUTLINE

- . The principles behind Disney's communication - techniques to convey enthusiasm, and the magic of motivation
 - . Gathering information and organizing ideas for a presentation
 - . The classroom environment as the "stage" - The strategy of controlling the learning/teaching environment to your advantage
 - . Presentation techniques - strengths and weaknesses
 - . Explore the power of an effective listener
 - . An open forum to share and exchange ideas with educators from around the world
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OVER, PLEASE

P.O. Box 10,000 / Lake Buena Vista, Florida 32830-1000 / 305-828-1500

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Both sessions analyze Disney's approach to marketing, communication, publicity and entertainment and apply it to the classroom and community relations. The seminars combine classroom activities with visits to attractions and "back stage" facilities to show how Disney uses mood, setting and atmosphere to deliver powerful messages.

The Educator Seminars began at Walt Disney World three years ago after representatives from Seminar Productions and professional education organizations discussed involving Disney in the educational seminar process. Those who have contributed to the design of the seminars include the National Association of Elementary School Principals, The National Association of Secondary School Principals, The American Vocational Association, and the Association of Teacher Educators.

The seminars take place over three consecutive mornings, allowing time for the educators to take advantage of the many activities available at the Walt Disney World Vacation Kingdom. The fee is \$175 for each three day session, and each seminar is the basis of a three-credit graduate course offered through Florida State University (at an additional cost).

The 1987 session dates are:

"MARKETING THE GOOD NEWS ABOUT SCHOOLS"

"COMMUNICATING DISNEY STYLE"

April 13-15

April 16-18

June 15-17

June 18-20

June 18-20

June 25-27

June 22-24

June 29 - July 1

July 6-8

July 9-11

July 27-29

July 16-18

August 3-5

July 30 - August 1

August 3-5

August 6-8

August 10-12

To register or for more information contact:

Walt Disney World Seminar Productions

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Lake Buena Vista, FL, 32830

or phone (305) 828-1330.